

PUBLISHING: A NEW MONTHLY FOR CHILDREN HITS NEWSSTANDS
Focus Wild, a magazine dedicated to the world of animals expands the portfolio of titles published by Gruner+Jahr/Mondadori

Milano, 25 July 2011 – Gruner+Jahr/Mondadori has launched a new product with the **Focus** brand in the Italian magazine market dedicated in particular to children who love animals.

The title is called **Focus Wild** and the monthly makes its first appearance on the newsstands on Tuesday 26 July. The magazine is edited by Vittorio Emanuele Orlando, head of the children's and young people's area of Gruner+Jahr/Mondadori (*Focus Junior, Focus Pico e Focus Geronimo Stilton*).

Focus Wild is aimed at children between the ages of 10 and 14 with a passion for the world of animals in general. The new title is divided into two main areas: the first is the section entitled *Mondo*, where readers can admire high quality images and reports about animals and their behaviour, interviews with well known personalities and a range of interesting curiosities. The second section, entitled *How-to*, features pages dedicated to looking after domestic pets.

“With this new product,” underlined **Fabienne Schwalbe, managing director of Gruner +Jahr/Mondadori**, “the recognised authority of the **Focus** brand will be able to satisfy the needs of a market that, until now, was not catered for in print. The launch of **Focus Wild**, with its innovative approach, puts us again in step with the times and tastes of our targets and confirms our absolute leadership in the kids' edutainment segment.”

“**Focus Wild**,” added Vittorio Emanuele Orlando, “is a magazine that, as well as presenting the wonders of the animal world, also features surveys and reports on environmental problems and suggests a number of ways in which “you can do something”. In fact there are a great number of kids who are passionate about animals and want to get involved personally. This magazine is for them.”



With 68 pages and in the 22 x 28.5 cm format, **Focus Wild** will have a cover price of €3.50, and a print run for the launch of 150,000 copies.

The launch of the new title will be supported by a major advertising campaign on Mediaset channels, as well as digital and satellite channels aimed at children, ad pages in both Gruner+Jahr/Mondadori and Mondadori titles and point of sale posters.

Advertising sales are being managed by Mondadori Pubblicità.